

Message Text

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PAGE 01 HELSIN 00213 031423Z

42

ACTION EB-07

INFO OCT-01 EUR-12 ISO-00 RSC-01 CIAE-00 INR-07 LAB-04

NSAE-00 PA-02 SIL-01 USIA-15 PRS-01 /051 W

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R 031350Z FEB 75

FM AMEMBASSY HELSINKI

TO USDOC WASHDC

INFO SECSTATE WASHDC 8256

AMEMBASSY COPENHAGEN

AMEMBASSY OSLO

AMEMBASSY STOCKHOLM

UNCLAS HELSINKI 0213

E.O. 11652: N/A

TAGS: BEXP FI

SUBJ: TARGET DATES FOR MARKET STUDIES

REF: 1) A-9210, DECEMBER 17, 1974

2) HELSINKI A-009, JANUARY 8, 1975

3) HELSINKI A-116, JUNE 28, 1974

1. THE FINAL SECTION OF THE DEPARTMENT'S REFERENCED MESSAGE (A-9210) CALLED FOR GLOBAL MARKET RESEARCH INSTRUCTIONS TO BE SENT TO HELSINKI IN DECEMBER 1974 FOR A POST STUDY ON BUSINESS EQUIPMENT TO BE SUBMITTED IN APRIL 1975. SUCH INSTRUCTIONS HAVE NOT YET ARRIVED.

2. EMBASSY HELSINKI SUGGESTS THE FOLLOWING CHANGE IN TOPIC AND DATE OF PREPARATION: A STUDY ON "ENERGY SYSTEMS" TO BE DUE IN WASHINGTON JANUARY 31, 1976.

3. ENERGY SYSTEMS IS ONE OF THE TARGET INDUSTRIES WHICH WILL RECEIVE PROMOTION EMPHASIS BY THE DEPARTMENT OF COMMERCE IN FY 77. PRODUCT CATEGORIES IN THIS TARGET INDUSTRY RECEIVED FIRST, SECOND AND FIFTH RANKING IN THE EMBASSY'S ANALYSIS OF PRODUCT PRIORITY LISTINGS (A-009). ENERGY SYSTEMS WILL BE ONE OF THE CAMPAIGNS

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PAGE 02 HELSIN 00213 031423Z

IN HELSINKI'S FY 1977 COUNTRY COMMERCIAL PROGRAM AND IT

IS DESIRABLE TO HAVE UP-TO-DATE RESERACH AVAILABLE FOR CONDUCTING THE CAMPAIGN.

4. SUPPORT OF THE STOCKHOLM TRADE CENTRE WILL BE UNUSUALLY EXTENSIVE IN THE NEXT FIVE MONTHS. THERE IS A SHOW EVERY MONTH AND THIS INCLUDES THE OCCASION OF THE 10TH ANNIVERSARY OF THE TRADE CENTRE IN MARCH 1975 AS WELL AS THE JOINT COMMERCE-AGRICULTURAL FOOD AND EQUIPMENT SHOW IN MAY FOR WHICH THE EMBASSY HAS ALREADY BEGUN SUBSTANTIAL PROMOTION ACTIVITIES INCLUDING A PRESS CONFERENCE HELD JANUARY 30. A POST STUDY ON BUSINESS EQUIPMENT COULD BE COMPLETED BY THE DUE DATE SUGGESTED IN A-9210 ONLY BY GIVING ALMOST NO SUPPORT TO TRADE CENTRE ACTIVITIES. FURTHERMORE, AS FAR AS FINLAND IS CONCERNED, IT SHOULD BE NOTED THAT NO PRODUCT CATEGORY FOR BUSINESS EQUIPMENT IS INCLUDED IN THE LIST OF PRODUCT CATEGORIES HAVING THE HIGHEST POTENTIAL FOR INCREMENTAL EXPORT SALES (A-009), NOR WAS THE PRODUCTION OF THIS STUDY INCLUDED IN THE FY 1975 COUNTRY PROGRAM JOINTLY ACCEPTED BY THE DEPARTMENT'S OF COMMERCE AND STATE (A-116).

5. ACTION REQUESTED: THAT THE SUBJECT AND DUE DATE FOR GLOBAL MARKET RESEARCH BE CHANGED TO A POST STUDY ON ENERGY SYSTEMS DUE JANUARY 31, 1976.
KREHBIEL

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NNN

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